CLEAN COPY OF ALL PENDING CLAIMS

1. (Thrice Amended) A method of displaying information about a multitude of different customers

comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol;

arranging the symbols spatially in a galaxy layout according to a polar coordinate system based on the numeric values;

displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior; and

selecting customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.

2. The method of claim 1 including generating the numeric values based on an Internet communication activity of the customer.

Claim 3 is canceled.

4. The method of claim 2 including converting initial data based on the communication activity to a limited data set of the numeric values.

5. The method of claim 4 including receiving additional data based on further communication activity, and modifying the numeric values based on the additional data.

Applicant : Miller   Attorney's Docket No.: 10001634-1
Patent No. : n/a
Issued   : n/a
Serial No. : 09/629,262
Filed   : 7/31/2000
Page   : 6

6.   The method of claim 1 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

7.   The method of claim 6 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Claim 8 is canceled.

9.   The method of claim 1 wherein arranging the symbols includes generating a representation of a three-dimensional array.

10.   The method of claim 1 including the step of selecting a subgroup of customers based on a spatial region in which their corresponding symbols reside.

11. (Thrice Amended) A computer readable memory operable to display information about a multitude of different customers comprising:

     a first set of instructions to receive, for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

     a second set of instructions to generate, for each customer, a symbol;

     a third set of instructions to decay the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

     a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer

     a fifth set of instructions to arrange spatially in a galaxy layout according to a polar coordinate system based on the numeric values;

     a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior; and

Applicant : Miller
Patent No. : n/a
Issued : n/a
Serial No. : 09/629,262
Filed : 7/31/2000
Page : 7

Attorney's Docket No.: 10001634-1

a seventh set of instructions to select customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.

12. The apparatus of claim 11 including a sixth set of instructions to generate the numeric values based on an Internet communication activity of the customer.

Claim 13 is canceled.

14. The apparatus of claim 12 including a seventh set of instructions to convert initial data based on the communication activity to a limited data set of the numeric values.

15. The apparatus of claim 14 including a eighth set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.

16. The apparatus of claim 11 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

17. The apparatus of claim 15 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Claim 18 is canceled.

19. The apparatus of claim 11 wherein the fifth set of instructions further serves to generate a representation of a three-dimensional array.

Applicant : Miller   Attorney's Docket No.: 10001634-1
Patent No. : n/a
Issued   : n/a
Serial No. : 09/629,262
Filed   : 7/31/2000
Page   : 8

20.   The apparatus of claim 11 including a ninth set of instructions to select a subgroup of

customers based on a spatial region in which their corresponding symbols reside.